



**CITY OF CARLSBAD  
AGRICULTURAL CONVERSION MITIGATION FEE  
AD HOC CITIZENS' ADVISORY COMMITTEE**

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## **Meeting Agenda**

**Monday, June 1, 2009  
Faraday Center, Room 173A  
1635 Faraday Avenue, Carlsbad, CA  
12:30 p.m. - 3:30 p.m.**

1. Call To Order
2. Approval of January 6, 2009 Minutes

### **INFORMATIONAL ITEMS**

3. Receive Report on Council's Modification to Committee's Method of Carrying out its Directive
4. Receive Report on Status of Projects Awarded with Agricultural Conversion Mitigation Funding
5. Receive Report on Available Fund Balance

### **DISCUSSION ITEMS**

6. Committee Review and Discussion of Grant Applications Submitted for Funding Consideration
7. Committee Schedule for Grant Evaluation and Future Meeting Dates.

### **OTHER ITEMS**

8. Public Comment
9. Adjourn

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## CITY OF CARLSBAD AGRICULTURAL CONVERSION MITIGATION FEE AD HOC CITIZENS' ADVISORY COMMITTEE

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### MINUTES

Tuesday, January 6, 2009  
Faraday Center, Room 173A  
1635 Faraday Avenue, Carlsbad, CA 92008

#### 1. CALL TO ORDER:

**ACTION:** Chairperson Larson called the meeting to order at 1:04 p.m.

**Committee Members Present:**

Jackie Stone, Hope Wrisley, Irv Roston, Richard Erhardt, Vice Chairperson Julie Baker, Chairperson Eric Larson

**Committee Members Absent:**

Ken Alfrey

**Staff Members Present:**

Minutes Clerk, Sabrina Michelson; Associate Planner, Kevin Pointer

#### 2. APPROVAL OF NOVEMBER 17, 2008 MINUTES:

**ACTION:** Committee member Hope Wrisley moved to approve the minutes of the November 17, 2008 Committee meeting with the deletion of the 3<sup>rd</sup> paragraph under the heading, "DISCUSSION," on Page 6 of the drafted minutes. The motion was seconded by Vice Chairperson Julie Baker and carried unanimously.

#### 3. REPORT ON PROJECTS RECEIVING RECENT AGRICULTURAL CONVERSION MITIGATION FUND DISBURSEMENT:

The Committee received a report from Mr. Pointer on the status of the fund, including recent disbursement to grantees.

#### 4. RECEIVE REPORT ON AWARDED GRANT AGP 06-10 (CARLSBAD BEACH NOURISHMENT):

The Committee received a report from Mr. Pointer on the status of AGP 06-10 (Carlsbad Beach Nourishment).

## **DRAFT**

### **5. COMMITTEE DISCUSSION ON AWARDED GRANT AGP 06-16 (LA POSADA FARMWORKER HOUSING):**

The Committee received a report from Mr. Pointer pertaining to the Committee's request for additional information made at the November 17, 2008 meeting for staff to report on the use of the fund to finance operational costs for the La Posada Farm worker Housing Project.

Committee discussion ensued with testimony provided by the applicant's representative Sister Raymonda Duvall, Farm worker Housing Committee representative Tom Maddox, and community member Neil Turner.

**ACTION:** Motion made by Chairperson Larson to establish a six-month time period for the applicant to update the Committee on progress being made with an expectation that the project be viable within one year or that the Committee may suggest to the City Council that the funding for the La Posada project be reprogrammed for use of the funding for other projects. Chairperson Larson clarified that the motion includes a report to Council informing City Council of the progress and direction of this project. Vice Chairperson Baker clarified that any review of a different farm worker housing project will require review and consideration through a separate application process. The motion was seconded by Vice Chairperson Baker and carried unanimously.

### **6. COMMITTEE DISCUSSION ON POTENTIAL GRANT SOLICITATION PROCESS AND STRATEGY**

#### **A. UNENCUMBERED/AVAILABLE FUNDING**

The Committee received a report from Mr. Pointer on the unencumbered balance available within the fund.

#### **B. EVALUATION OF INITIAL GRANT SOLICITATION PROCESS**

The Committee received a report from Mr. Pointer on the requirement established by the Committee's mandate for agencies and organizations to submit a certified financial statement to be considered for award of grant funding. Vice Chairperson Baker dismissed herself from the meeting at 1:46 p.m. The Committee received testimony from community members Fred Sandquist and Kasey Cinciarelli.

**ACTION:** Committee member Hope Wrisley made a motion recommending the City Council authorize a cafeteria plan to require agencies and organizations to submit 1) an audited financial statement; 2) a reviewed financial statement; or, 3) an IRS-990 tax return, which would be required for submission after approval of the project for review to the satisfaction of the City. The motion was seconded by Committee member Jackie Stone and carried unanimously.

The Committee received a report from Mr. Pointer on use of the quantitative Proposal Evaluation Criteria form to assess grant applications under consideration.

## **DRAFT**

**ACTION:** A motion was made by Chairperson Larson to recommend that the City Council modify the Committee's mandate to indicate that the use of a quantitative Proposal Evaluation Form be a working tool utilized by the Committee and would not be an indication of guarantee/elimination of funding. The motion was seconded by Committee Member Richard Erhardt and carried unanimously.

### **C. OUTREACH, ADVERTISING AND MARKETING PROGRAM**

The Committee received a report from Mr. Pointer on the outreach, advertising and marketing program utilized in 2006 during the first grant proposal solicitation period and potential modifications to the program that may be applied to the 2009 program.

Committee discussion ensued with testimony provided by Joni Miringoff, representing The Flower Fields.

**ACTION:** By consensus, the Committee agreed to direct staff to utilize all media types discussed within the agenda report for this item and authorize staff to expend an amount not to exceed \$2,800 for such efforts.

### **D. TENTATIVE CALENDAR FOR THE 2009 GRANT SOLICITATION/REVIEW PROCESS**

The Committee received a report from Mr. Pointer on the tentative calendar for the 2009 grant solicitation/review process.

**ACTION:** By consensus the Committee had no modifications to the tentative schedule and agreed that based on the number of project proposals received during the grant solicitation process, Chairperson Larson would direct staff on whether to involve a facilitator at subsequent meetings to evaluate and review grant proposals.

## **7. PUBLIC COMMENT**

The Committee received the following public comments:

Nikki Weaver, Director of the Agua Hedionda Discovery Center addressed the Committee with questions pertaining to the expiration of the Committee's life and potential increases in the Agricultural Conversion Mitigation fund.

Kasey Cinciarelli indicated that that follow-up from staff on a comment she made at a previous Committee meeting results in use of the fund for land acquisition (and other) projects located outside the coastal zone as long as the project benefits the coastal zone.

Fred Sandquist, representing the Batiquitos Lagoon Foundation updated the Committee on the status of AGP 06-03 (Batiquitos Nature Center Improvements) and AGP 06-12 (Batiquitos Lagoon Monitoring/Management Plan).

## **8. POTENTIAL FUTURE MEETING DATES**

## **DRAFT**

By consensus, the Committee agreed not to select future meeting dates based on the tentative schedule established to review grant proposals. The Committee requested that staff coordinate with the Committee to establish the next future meeting date which is anticipated to occur in June 2009.

### **9. ADJOURN**

Chairperson Larson adjourned the meeting at 2:13.

RESPECTFULLY SUBMITTED,  
Sabrina Michelson, Minutes Clerk



**CITY OF CARLSBAD  
AGRICULTURAL COVNERSON MITIGATION  
FEE AD HOC CITIZENS' ADVISORY COMMITTEE**

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**Subject:                      Receive Report on Council's Modification to Committee's  
Method of Carrying out its Directive**

**Meeting Date:              June 1, 2009**

At the January 6, 2009 Agricultural Conversion Mitigation Fee Committee meeting, the Committee passed a motion recommending that the City Council modify the method for the Committee to carry out its directive (Method). This action was taken after the Committee benefited from having analyzed the strengths and weaknesses of the process utilized in evaluating applications submitted during the 2006 solicitation process. After evaluating strengths and weaknesses, the Committee made recommendations to the City Council for appropriate modifications to the Method. Based on the Committee's recommendations, the City Council, at the February 17, 2009 City Council meeting, approved modifications to the Committee's Method to: a) provide more flexibility in the requirement for applicants to submit a certified financial statement, b) clarify the intended use of the Grant Application Evaluation Form, and c) update/clarify information contained in the Method documents and application form. An expanded discussion and summary of approved changes to the Committee's Method is attached herewith as Exhibit 1. Additionally, a revised version of the Committee's Method reflecting the aforementioned changes has been attached as Exhibit 2.

Respectfully Submitted,  
PLANNING DEPARTMENT

**Exhibits:**

1. Summary of Modifications to the Committee's Method
2. Revised Method for Committee to Carry Out its Mandate

## **Summary of Approved Modifications to the Committee's Method of Carrying out its Directive**

*The following is a summary and discussion of the changes approved by the City Council at the February 17, 2009 Council meeting. The changes modify the method (Method) that authorizes the Committee to carry out its directive.*

### **Modifications Related to Required Certified Financial Statement**

The Agriculture Conversion Mitigation Fee Grant Application form, approved by the City Council on May 16, 2006, requires agencies and organizations to submit a certified financial statement with the project application. The intent of this requirement is to assess the applicant's financial capability and aptitude to successfully implement their proposal. Given the high cost associated with preparation of a certified financial statement (estimated at approximately \$10,000-\$15,000), which could cause undue financial hardship to applicants, the City Council approved a modification to the Method such that applicants are not required to submit financial documentation until after a grant is awarded. The City Council also approved modifications that provide applicants the flexibility in demonstrating their financial capability by providing one of the following: 1) an IRS-990 form; 2) a reviewed financial statement; or, 3) a certified financial statement. This documentation would then require evaluation subject to the satisfaction of city staff. Any *individual* submitting an application for grant consideration continues to be exempt from any requirement to provide information on his/her financial condition.

### **Modifications Related to Use of Grant Application Evaluation Form**

During the original grant evaluation/consideration process, the Committee utilized the approved Grant Application Evaluation Form; however, use of quantitative grades to assess each evaluation criteria did not facilitate an objective/comparative analysis of each grant proposal. To eliminate potential confusion that a particular project score would guarantee or preclude grant award, the Council modified the Method to indicate that use of the Grant Application Evaluation Form is intended to serve as a tool for Committee evaluation. Moreover, the total project score allotted to each proposal in no way guarantees or limits funding.

### **Miscellaneous Modifications to Committee's Method Documents and Proposal Application**

Miscellaneous modifications to the Committee's Method approved by City Council include updating the Road Map, Proposal Solicitation Strategy and Timetable necessary to implement the 2009 proposal solicitation process.

The following includes modifications approved by City Council per Resolution 2009-039 to amend the method for which the Agricultural Conversion Mitigation Fee Ad Hoc Citizens Advisory Committee is authorized to carry out its directive.

Modified language has been identified with  
~~strikeout~~/**underline-bold** format



**CITY OF CARLSBAD**

**AGRICULTURAL CONVERSION MITIGATION FEE**

**AD HOC CITIZENS ADVISORY COMMITTEE**

**Approved Method of Carrying out the  
Committee's Directive**

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**ROAD MAP**

**Principal Charge of Committee:** To make recommendations to the City Council for proposed expenditures from the [Agricultural Conversion Mitigation Fee] Fund in keeping with the mandates established by Municipal Code Section 21.202.060.

**Committee Responsibilities to City Council during first year:** To report to the City Council at least twice during its first year.

**FIRST REPORT TO CITY COUNCIL:** A detailed proposal of how the Committee would operate to carry out its ~~mandate~~ directive (established by Resolution 2005-242). Report should discuss how the Committee proposes to solicit expenditure/grant proposals; how it would operate to make recommendations to the Council, including proposed project/grant selection criteria and voting procedures; and how it proposes to draw down on the Fund balances in the first and subsequent years. Tasks to complete First Council Report:

- Determine how Committee will operate.
- Determine how decisions will be made.
- Elect a Chairperson and Vice-Chair.
- Establish a meeting schedule.
- Agree upon role of Committee members.
- Establish criteria by which project proposals will be evaluated.
- Create project application, information, and evaluation forms.
- Perform test run of forms.
- Determine how funds will be drawn down.
- Determine how project proposals will be solicited.
- Identify how project proposals will be presented to Committee.
- Identify how Committee will operate to make recommendations on individual projects.
- Prepare draft Council report.
- Review and comment on draft report.
- Finalize report.
- Schedule report for City Council meeting.

**SECOND REPORT TO CITY COUNCIL:** Shall carry the Ad Hoc Committee's recommendations for initial expenditures from the Fund. Tasks to complete Second Council Report:

- Solicit project proposals.
- Schedule/Hold workshops (2) for applicants (if needed).
- Evaluate forms after first set of projects.
- Evaluate project proposals.
- Recommend projects for initial expenditures from the Fund.
- Prepare draft of report.
- Review and comment on draft report.

## Agricultural Conversion Mitigation Fee Citizens Ad Hoc Advisory Committee Road Map (cont.)

- Finalize report.
- Schedule report for City Council meeting.

**SUBSEQUENT REPORTS TO CITY COUNCIL:** Additional reports shall be provided to the City Council as necessary to complete and implement the Committee's directive. Such reports may include:

- Recommendations on changes to awarded grants.
- Recommendations to modify the approved method for carrying out the Committee's mandate.
- Recommendations for Council authorization to solicit additional grant proposals.
- Request(s) for authorization to solicit additional applications for grant proposals.
- Request(s) to extend the Committee's life.

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**KEY DECISIONS**

**PROJECT ELIGIBILITY – COASTAL/NON-COASTAL LOCATIONS**

It is not required that proposed projects be located within the Coastal Zone; projects proposed to be located outside of the Coastal Zone will be considered; however, all projects (inside or outside of the Coastal Zone) must benefit the Coastal Zone.

**“EQUITABLE” DISTRIBUTION OF FUNDS**

The Committee will promote the equitable distribution of the grant funds available by ensuring that all potential applicants have a fair and equal opportunity to apply for the funds. This does not mean that the total funds available will be divided equally among the four categories of eligible projects. However, the Committee intends to award funds to projects in each of the four categories if at all possible.

**DRAW-DOWN OF FUNDS**

The Committee will not specifically “hold back” funds for future awards, nor will it target a specific amount of funds to be spent in the first year. The Committee will draw down funds based solely upon the merit of the projects proposed. All project proposals will be evaluated on their own merits and funds will be spent as merited by proposed projects. The Committee believes that sufficient eligible and meritorious project proposals will be received to justify expenditure of all available funds before the Committee sunsets (four years from August 2, 2005), if not sooner.

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**COMMITTEE OPERATING PROCEDURES & AGREEMENTS**

**Ground Rules**

- Remember that the Committee's work is a public process
- Be present
- Respect one another's opinions
- Listen *actively*
- Ask questions when you have them
- Participate
- Practice Skillful Conversation
- Speak your mind
- We will disclose our "special interests" to one another as appropriate to topics under discussion.
- All member requests for information from staff not rendered during the meeting will be routed through the chairperson
- Speak up in order to be heard
- Speak up (or signal) if you did not hear clearly something that was said.

**Committee Procedures**

- Chair leads the meeting; facilitator leads discussions
- Minutes and Charted Notes are kept as part of the Committee's records
- Annual reevaluation of process
- Committee members will not participate in project proposal presentations and will abstain from voting on projects for which they have a conflict of interest pursuant to Chapter 1.14 of the Carlsbad Municipal Code.

**Decision-making Process**

- Plan A: Consensus (Preferred)
- Plan B: If consensus cannot be achieved after an earnest effort has been made, the question will be decided by simple majority vote with the minority opinion noted and reported.

**Guidelines for Public Comment**

- In general, members of the public wishing to present comments for the Committee's consideration will be given an opportunity to do so at the end of meetings.
- Public comments will be limited to three minutes for each person, and 15 minutes for each topic
- These guidelines will be adjusted as appropriate for different meeting purposes (e.g. grant proposal presentations)
- The public comment time limitation of three minutes per speaker may be extended at the discretion of the chairperson.

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**PROPOSAL SOLICITATION STRATEGY**

**Objective:**

To ensure that availability of grant funds is known throughout the community and among those organizations and individuals who might wish to apply.

**Methods may include:**

- Editorial Boards
- News Press Releases
- Solicit feature coverage in newspapers
- OpEd (i.e., a letter from the Mayor on behalf of the City Council)
- Posters in public facilities (e.g., libraries; City Hall; Faraday building; other?)
- Posting on City's web page with grant program info and staff contact info
  - Electronic links to informational flyer; press release and dedicated webpage.
  - Electronic distribution via electronic subscription service
  - Electronic distribution via City E-News
- Mailings to those known to be interested
  - List of individuals with potential interest (list must be updated created)
  - List of organizations with potential interest (list must be updated-created)
  - Other public agencies
  - Downtown Merchants Assn.
  - Chamber of Commerce
  - Carlsbad Convention and Visitors Bureau
- Newspaper advertisements
  - *North County Times*
  - *Union-Tribune* – North County edition
  - *Coast News*
  - *Chamber of Commerce Newsletter*
- Other?
- Insert notification in water bills

**Factors to Consider**

- Time constraints
- Budget/Costs

**Tentative Timetable of 2006 Grant Solicitation/Review/Award Allocation**

Council Approval of Committee Procedures, Criteria, etc.	<del>Early-May</del> <u>16,</u> 2006
Public Notification Process	<del>Early-June</del> <u>July</u> 2006
Proposal Preparation Workshop(s)	<del>Late-June</del> 2006
Deadline for Proposal Submittal	<del>July 31</del> <u>September 29,</u> 2006

# Agricultural Conversion Mitigation Fee Citizens Ad Hoc Advisory Committee Proposal Solicitation Strategy (cont.)

Committee Review Process	<del>August—September</del> <b><u>October</u></b> 2006 – June 2007
Preparation of Agenda Bill (Grant Awards Recommendations)	<del>October 2006 (or sooner)</del> January 2007 and January 2008
Presentation to Council	<del>November 2006 (or sooner)</del> <b><u>February 2007 and</u></b> <b><u>February 2008</u></b>

<b><u>Estimated Timetable for 2009 Grant Solicitation/Review/Award Allocation</u></b>	
<b><u>Council Approval of Revised Procedures, Criteria, Etc.</u></b>	<b><u>Early February 2009</u></b>
<b><u>Public Notification</u></b>	<b><u>Late February 2009</u></b>
<b><u>Optional Proposal Preparation Workshop(s)</u></b>	<b><u>March 2009</u></b>
<b><u>Closure of Application Submittal Period</u></b>	<b><u>Late April 2009</u></b>
<b><u>Committee Review of Submitted Grant Applications</u></b>	<b><u>May – June 2009</u></b>
<b><u>Committee Recommendations Formulated</u></b>	<b><u>Early July 2009</u></b>
<b><u>Presentation of Committee's Recommendations to Council</u></b>	<b><u>August 2009</u></b>

**CITY OF CARLSBAD**

**AGRICULTURAL CONVERSION MITIGATION FEE**

**AD HOC CITIZENS ADVISORY COMMITTEE**

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**PROPOSAL CONSIDERATION & PROCESS SUMMARY**

**PROPOSALS THE COMMITTEE WILL CONSIDER**

- Projects (i.e., not on-going programs)
- Projects which have not been completed by the date that City Council approves the Committee's procedures and application consideration process (i.e., no reimbursement for previously completed projects)
- Proposals from all types of organizations and individuals
- Grants – outright and/or matching – but not loans
- Requests for a minimum of \$2,500.00 (nothing less than \$2,500.00)

**EQUITABLE DISTRIBUTION OF FUNDS**

The Committee will promote the equitable distribution of the grant funds available by ensuring that all potential applicants have a fair and equal opportunity to apply for the funds. This does not mean that the total funds available will be divided equally among the four categories of eligible projects. However, the Committee intends to award funds to projects in each of the four categories if at all possible.

**DRAW DOWN OF FUNDS**

The Committee will not specifically "hold back" funds for future awards, nor will it target a specific amount of funds to be spent in the first year. The Committee will draw down funds based solely upon the merit of the projects proposed. All project proposals will be evaluated on their own merits and funds will be spent as merited by proposed projects. The Committee believes that sufficient eligible and meritorious project proposals will be received to justify expenditure of all available funds before the Committee sunsets (four years from August 2, 2005), if not sooner.

**PROCESS**

- Proposal review: paper process and possible presentation opportunities (at request of Committee)
- Establish City staff contact(s) for applicant info/assistance and application form
- Opportunity for applicants' feedback on process, forms, etc.

**ELIGIBILITY REQUIREMENT**

Applications must implement the Charge of the Committee (i.e. involve one of the four eligible types of uses) in order to be eligible for funding. Should there be disagreement regarding whether a proposal is eligible for funding (i.e., whether the project implements one of the four categories of projects), the Committee will first seek consensus and, if that fails, will vote on the matter.



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**PROPOSAL EVALUATION CRITERIA**

**Project Criteria**

- Extent to which proposal fulfills eligibility category
- Line-of-sight relationship with concrete outcome(s)
- Benefit to Carlsbad residents
- Honors the history of Carlsbad
- Employs creativity (of project or process)
- Multiple or long-lasting or wide-spread benefits

**Project Feasibility and Planning Criteria**

- Feasibility of project achievement (i.e., Can project be accomplished?)
  - Can permits/approvals be obtained?
- Implementation plan
  - Measurable milestones/Identification of tracking measures
  - Reasonable time frame
  - Responsible parties identified

**Applicant Criteria**

- Ability of project applicant to do what is proposed
  - Applicant's experience implementing other projects
  - Applicant's previous experience obtaining and using funding (for other projects)

**Financial Resources/Budget Criteria**

- Fiscal resources to do what is proposed
  - Project budget
  - How requested funding will be used
  - Other/Additional funding already secured for project (if any)
  - Other potential funding sources for project (potential matching funds)
  - Applicant's experience obtaining and using funding (for this project)
  - Financial condition of organization (if applicable). After a grant has been awarded and prior to distribution of grant funds, the financial condition of an agency/organization shall be evaluated through submittal of either an audited financial statement (encouraged/preferred); a reviewed financial statement; or, an IRS-990 tax return. Note: applicants are encouraged to submit documentation of their financial condition at the time of grant application submittal if possible.

**Proposal Evaluation Form**

- The Committee's use of a quantitative Proposal Evaluation Form during the proposal evaluation process shall serve as a tool/method to evaluate individual merits of projects; however, the individual project scores (generated through use of the form) alone are not intended to guarantee or preclude the Committee's decision to recommend funding of specific grant requests.

# AGRICULTURAL CONVERSION MITIGATION FEE GRANT PROPOSAL EVALUATION FORM

PROJECT NO: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_

Rating Scale:

Not Applicable = 0   Poor = 1   Acceptable = 2   Good = 3   Strong = 4   Exceptional = 5

Is proposed project eligible for funding? Yes \_\_\_\_\_ No \_\_\_\_\_

Eligibility Category: \_\_\_\_\_

	Project Score
<b>Project/Program Criteria:</b>	
Implementation of eligibility category	
Concrete outcome(s)	
Benefit to Carlsbad residents	
Honor history of Carlsbad	
Creativity (of project or process)	
Multiple, or long-lasting, or wide-spread benefits	
<b>Feasibility/Planning Criteria:</b>	
Feasibility of project achievement: Permits/Approvals obtainable?	
Implementation Plan: Measurable Milestones? Tracking Measures?	
Implementation Plan: Time Frame?	
Responsible parties identified?	
<b>Applicant Criteria:</b>	
Ability to do project? Experience with other projects?	
Ability to do project? Experience with using funding for other projects?	
<b>Fiscal/Budget Criteria:</b>	
Project budget	
Use of requested funds	
Other funding? (if any)	
Other potential funding?	
Fiscal stability of org'n (if applicable)	
<b>TOTAL SCORE</b>	



**CITY OF CARLSBAD**  
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**FEE AD HOC CITIZENS' ADVISORY COMMITTEE**

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**Subject:** Report to Committee on Status of Projects Awarded with  
Agricultural Conversion Mitigation Funding

**Meeting Date:** June 1, 2009

At the November 17, 2008 Agricultural Conversion Mitigation Fee Committee meeting, the Committee directed staff to return with continual status updates on awarded grant projects. Since the last status update provided at the January 6, 2009 Committee meeting, staff has disbursed funding to awarded projects and has received updates/reports from some grantees. As a result, staff has summarized the activity having occurred since the January 6, 2009 meeting in Exhibit 1.

As an update, staff notes that of the thirteen (13) projects approved for grant funding:

- Four (4) projects have received full disbursement of funding;
- Seven (7) projects have received partial disbursement of funding; and,
- Two (2) projects have yet to receive disbursement of funding.

A revised encumbrance/disbursement breakdown has been attached to this report as Exhibit 2 to summarize the fund balance and status of agricultural conversion mitigation grant projects awarded to date.

Respectfully Submitted,  
PLANNING DEPARTMENT

**Exhibits:**

1. Summary of Activity on Awarded Grants
2. Breakdown of Encumbrance and Disbursement Totals for Approved Projects

## Summary of Recent Activity on Awarded Grants<sup>1</sup>

### **AGP 06-02 (Buena Vista Audubon Nature Center)**

The grantee submitted a FINAL REPORT on May 6, 2009 indicating that the entire grant award of \$15,000 has been spent, resulting in successful and complete implementation of the project through the completion of interior improvements to the Nature Center classrooms.

### **AGP 06-03 (Batiquitos Lagoon Nature Center Improvements/Replacement)**

The grantee submitted a STATUS UPDATE on May 8, 2009 indicating expenditure of portions of the \$180,732 awarded. The applicant is currently engaged in negotiations with the property owner for lease of the property on which the Nature Center is located.

### **AGP 06-05 (The Flower Fields Cymbidium Project)**

The grantee submitted a STATUS UPDATE on April 9, 2009. Of the \$316,500 awarded, \$6,000 remains to be disbursed, which is anticipated to cover the cost of utilities during Years 2 and 3 of the project.

### **AGP 06-06 (The Flower Fields Multi-Use Barn)**

The grantee submitted a FINAL REPORT on April 9, 2009 indicating that the entire grant award of \$233,000 has been spent, resulting in successful and complete implementation of the project by constructing a barn for storage, research and operations, and restrooms at the Flower Fields.

### **AGP 06-09 (The Flower Fields 5- Year Soil Amendment Program)**

The City disbursed \$30,000 of the encumbered \$159,000 on March 3, 2009 to cover costs for Year 2 soil amendments, which were implemented in 2008. Total disbursements made to date for this project is \$69,000. Total funding that remains available for disbursement to implement this project is \$90,000.

### **AGP 06-10 (Carlsbad Beach Nourishment)**

On May 5, 2009 City Council authorized the Mayor to execute a Memorandum of Understanding with SANDAG to support the Regional Beach Sand Project II and committed to funding the environmental review, permitting and final engineering plans and specifications efforts. Through this action the City Council committed \$41,936 from the Agricultural Conversion Mitigation Fee Program to provide Carlsbad's prorated share of study and design for the region-wide project.

### **AGP 06-12 (Batiquitos Lagoon Monitoring and Management)**

The grantee submitted a STATUS UPDATE on April 13, 2009. \$23,995 of the encumbered \$780,589 has been disbursed resulting in completion of a Bathymetric and Tidal Assessment of Batiquitos Lagoon.

### **AGP 06-16 (La Posada Farm Worker Housing)**

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<sup>1</sup> No activity has been reported since the January 6, 2009 Committee meeting for grant applications not listed herein.

As of the date of this report, the City and Catholic Charities Diocese of San Diego are engaged in discussions related to the execution of a funding agreement, which is necessary for disbursement of up to \$108,500 (of the encumbered \$2 million) to support design of the project.

**CITY COUNCIL APPROVED AGRICULTURAL CONVERSION  
MITIGATION FEE PROJECTS:**

**Breakdown of Encumbrance and Disbursement Totals for Approved Projects**

PROJECT NUMBER	ELIGIBILITY CAT'Y	PROPOSAL NAME	PROPOSAL DESCRIPTION	APPLICANT	FUNDING APPROVED	FUNDING DISBURSED	ENCUMBERED FUNDING AVAILABLE	PROJECT STATUS
AGP 06-02	D	Audubon Nature Center	Interior improvements to Nature Center classroom	Buena Vista Audubon Society	\$15,000	\$15,000	\$0.00	Full funding disbursed. Project implemented/ complete.
AGP 06-03	D	BLF Nature Center Improvements	Nature Center replacement and improvements	Batiquitos Lagoon Foundation	\$180,732	\$88,000	\$92,732	Partial funding disbursed. Lease negotiations underway.
AGP 06-04	C & D	Buena Vista Lagoon Boardwalk	Engineering design and environmental studies for a boardwalk	Buena Vista Lagoon Foundation	\$164,000	\$68,000	\$96,000	Partial funding disbursed. Project design in progress.
AGP 06-05	B	Cymbidium Project	Greenhouse, shade structure, and related infrastructure for orchid production	CB Ranch Enterprises	\$316,500	\$310,500	\$6,000	Partial funding disbursed. Project implementation underway/near completion.
AGP 06-06	B	Multi-Use Barn	Barn for off-season equipment storage and seasonal displays and presentations	CB Ranch Enterprises	\$233,000	\$233,000	\$0.00	Full funding disbursed. Project implemented/ complete.
AGP 06-07	B	Permeable Paving Project	Permanent semi-permeable road surface for Flower Fields circulation	CB Ranch Enterprises	\$297,000	\$297,000	\$0.00	Full funding disbursed. Project implemented/ complete.
AGP 06-08	B	Drainage Improvements Project	Permanent drainage system to reduce erosion and soil loss	CB Ranch Enterprises	\$230,000	\$230,000	\$0.00	Full funding disbursed. Project complete/implemented.
AGP 06-09	B	Soil Amendment Project	5-year program of soil amendment to improve soil structure and long-term productivity of Flower Fields	CB Ranch Enterprises	\$159,000	\$69,000	\$90,000	Partial funding disbursed. Years 1 and 2 of composting applications implemented/ complete.

REVISED: 5/13/09

PROJECT NUMBER	ELIGIBILITY CAT'Y	PROPOSAL NAME	PROPOSAL DESCRIPTION	APPLICANT	FUNDING APPROVED	FUNDING DISBURSED	ENCUMBERED FUNDING AVAILABLE	PROJECT STATUS
AGP 06-10	C	Carlsbad Beach Nourishment	Nourishment of two stretches of beaches in north and south central Carlsbad	City of Carlsbad Beach Preservation Committee	\$1,500,000	\$74,500	\$1,425,500	Partial funding disbursed. Planning activities underway.
AGP 06-12	A	Batiquitos Lagoon Monitoring/ Management Plan	Monitor and develop management plan for lagoon	Batiquitos Lagoon Foundation	\$780,589 <sup>1</sup>	\$23,995	\$756,594	Partial funding disbursed. Bathymetric and Tidal Assessment Study Complete.
AGP 06-13	C	Agua Hedionda Lagoon Trails	Maintenance and construction of trails around Agua Hedionda Lagoon	Agua Hedionda Lagoon Foundation	\$305,750	\$0.00	\$305,750	No funding disbursed.
AGP 06-15	D	Discovery Center Improvements	Interior and exterior improvements to existing Discovery Center	Agua Hedionda Lagoon Foundation	\$386,000	\$68,500	\$317,500	Partial funding disbursed. Interior improvements.
AGP 06-16	B	La Posada Farmworker Housing	Construction of farmworker/homeless housing at Casa de Guadalupe	Catholic Charities	\$2,000,000 <sup>2</sup>	\$0.00	\$2,000,000	No funding disbursed.
				<b>TOTAL</b>	<b>\$6,567,571</b>	<b>\$1,477,495</b>	<b>\$5,090,076</b>	

<sup>1</sup> Entire request encumbered, but approved only portion (\$74,995) at present to allow for data collecting and reporting and maintenance.

<sup>2</sup> Entire request encumbered, but approved only portion (\$108,500) at present to allow for design work.



**CITY OF CARLSBAD**  
**AGRICULTURAL CONVERSION MITIGATION**  
**FEE AD HOC CITIZENS' ADVISORY COMMITTEE**

---

**Subject:** Receive Report on Available Fund Balance

**Meeting Date:** June 1, 2009

At the January 6, 2009 Committee meeting, staff reported on the balance of Agricultural Conversion Mitigation funds. Since that date, interest income deposited into the account has resulted in increases in the available/unencumbered balance from which grant awards may be funded. Staff assesses that the current available/unencumbered balance that may be awarded to grant projects is \$876,035.70.

Although \$876,035.70 is available as of the date of preparation of this report, the fund has potential to increase due to the following:

- Accrual of Interest Income—Although approximately \$6 million exists within the fund, the majority of that (approximately \$5.1 million) is encumbered and available for disbursement to grantees of previously awarded projects. The City, however, is accruing interest income on the total balance within the fund.
- Potential Conversion of Agricultural Land to Urban Uses—As coastal agricultural land is developed and converted to urban uses, mitigation requires developers to deposit into the fund (i.e. pay agricultural conversion mitigation fees) at a rate of \$10,000 per acre of converted land.

Respectfully Submitted,  
PLANNING DEPARTMENT





## **CITY OF CARLSBAD AGRICULTURAL COVNERSON MITIGATION FEE AD HOC CITIZENS' ADVISORY COMMITTEE**

---

**Subject:                      Committee Review and Discussion of Grant Applications  
Submitted for Funding Consideration**

**Meeting Date:              June 1, 2009**

At the February 17, 2009 City Council meeting the Council authorized the Committee to solicit, evaluate and provide recommendations on grant requests to award the remaining/available funding within the Agricultural Conversion Mitigation Fee fund. The solicitation of grant applications was well-advertised with announcements provided via local newspaper, the City's website, direct mailings, e-mail notification, fliers and the City's on-hold phone message. Expenditures from the fund utilized to cover the cost of newspaper advertising totals \$2,614.80. During the solicitation period, the City accepted 13 applications from 11 different applicants. Although approximately \$875,000 remains available within the ACMFP fund to support eligible projects (see report for Agenda Item #5); the total amount of funds requested in applications received is approximately \$2.6 million. A summary list of applications received is attached to this report as Exhibit 1. Copies of the applications have been distributed to Committee members and are on file and available for public review at the City's Planning Department located at 1635 Faraday Avenue, Carlsbad CA 92008.

At the January 6, 2009 Committee meeting, the Committee passed a motion that authorized Chairperson Larson to direct staff (based on the number of grant requests received) on whether to involve a facilitator at meetings scheduled for reviewing and evaluating grant proposals. In consideration of the 13 grant applications received, Chairperson Larson directed staff to coordinate the use of a facilitator. Staff has coordinated with Jim Boylan of PathFinders Organizational Effectiveness to facilitate review and evaluation of the applications received.

Lastly, letters from the public pertaining to applications received during the 2009 grant solicitation period have been attached to this report as Exhibit 2.

Respectfully Submitted,  
PLANNING DEPARTMENT

**Exhibits:**

1. Summary Table of Applications Received
2. Public Comment Letters Received

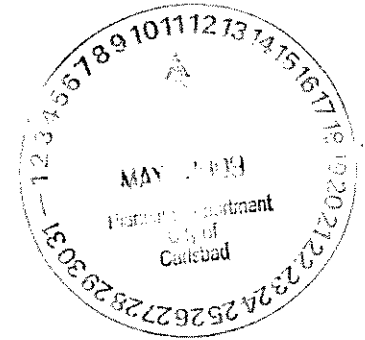
## Agricultural Conversion Mitigation Fee Program (ACMFP) 2009 Grant Applications

Application/ Project Number	Project Name	Applicant	Date Submitted	Eligibility Category <sup>1</sup> (as selected by applicant)	Funding Requested
AGP 09-01	Carlsbad Flower Fields Enhanced Access	CB Ranch Enterprises	4/16/09	B	\$201,814
AGP 09-02	Aquaculture Enhancement at Carlsbad Hatchery	Hubbs-SeaWorld Research Institute	4/29/09	B	\$796,095
AGP 09-03	Batiquitos Lagoon North Shore Trail	Batiquitos Lagoon Foundation	4/29/09	A	\$112,516
AGP 09-04	Batiquitos Lagoon—Water and Sediment Toxicity Assessment	Batiquitos Lagoon Foundation	4/30/09	A	\$119,785
AGP 09-05	Vee's Veggies Hydroponic Greenhouse	Veronic Boen	4/30/09	B	\$180,000
AGP 09-06	Ecotourism Carlsbad—Brochure Design and Distribution	Carlsbad Lagoons and Wetlands (CLAW) and others	4/30/09	D	\$6,400
AGP 09-07	Agua Hedionda Watershed Mgmt Plan--Watershed Coordinator	Jim Strickland	4/30/09	A	\$75,000
AGP 09-08	Agua Hedionda Lagoon Beach Restoration	Tu Casa Homeowner's Association	4/30/09	C	\$120,000
AGP 09-09	Agua Hedionda Lagoon Discovery Center Interior Improvements	Agua Hedionda Lagoon Foundation	4/30/09	D	\$220,000
AGP 09-10	Coastal Bluff Restoration—Tamarack and Frazee	California State Parks	4/30/09	None Selected	\$242,330
AGP 09-11	Buena Vista Creek Watershed Information Management System	Buena Vista Audubon Society	4/30/09	A & D	\$50,000
AGP 09-12	Buena Vista Audubon Nature Center Improvements	Buena Vista Audubon Society	4/30/09	D	\$367,000
AGP 09-13	Rudvalis Orchids Greenhouse Roof Replacement	Barbara Rudvalis, Rudvalis Orchids	4/30/09	B	\$142,610
				<b>TOTAL:</b>	<b>\$2,633,550.00</b>

- A. Restoration of the coastal and lagoon environment;
- B. Purchase and improvement of agricultural lands:
  - o For continued agriculture production, or
  - o For the provision of research activities or ancillary uses necessary for the continued production of agriculture/aquaculture in the Coastal zone, including farm worker housing;
- C. Restoration of beaches for public use; or
- D. Improvements to existing or proposed lagoon nature centers.

ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner



**Agricultural Conversion Mitigation Fund Grant Proposal- The Flower Fields**

I urge you to approve the proposed grant request of the Flower Fields to fund the cost of enhanced access to the Flower Fields.

I have been a docent, volunteering my time each spring for three years. I have met thousands of guests over the year, many of whom come back year after year to have the experience that is so special to Carlsbad.

Over the years the success of the Flower Fields in drawing visitors and the outlet mall in drawing customers has made access more difficult. Coordinating tour buses and children's groups without interfering with other visitors has become even more challenging. I am concerned that for many visitors, the access when they most want to come is so congested that they will not return.

I know how important our visitors are to the survival of the Flower Fields and I know they will only return if the whole experience is positive.

Please help make it continue to be the one real farm experience for our community by approving the grant.

Sincerely..

A handwritten signature in dark ink, appearing to read "Phil Okun".

Philip A. Okun  
2337 Longfellow Road  
Carlsbad, Ca 92008

May 7, 2009



ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner

#### Agricultural Conversion Mitigation Fund Grant Proposal- The Flower Fields

The Flower Fields are one of the most important and beloved attractions in our City. Its image appears as a banner for Carlsbad and is recognized worldwide.

Creating better access for the Flower Fields will make them more productive by encouraging the many visitors to Carlsbad to help support the growing operation with their admission monies and purchasing the cut flowers and bulbs.

The economic health and survival of this farming operation is important not only to the agricultural heritage of the City but as an integral partner to the third largest industry of Carlsbad, San Diego County and the state of California.

We are keenly aware that tourists as well as local and regional visitors will avoid the Flower Fields if there is not easy an access to the site.

Tourism is one of the most important economic drivers for all of the businesses in Carlsbad. It not only provides a major revenue source in taxes for our City, but also supports, the restaurants, shops, hotels and recreation areas that are important to our quality of life.

We urge you to support and approve the grant request for enhanced access to the Flower Fields in order to keep this valued attraction a part of Carlsbad's growing tourism industry.

Thank you.

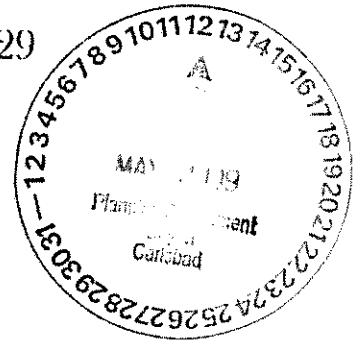
Best regards,

Frankie Laney  
Interim Executive Director  
Carlsbad Convention & Visitors Bureau

**PAT AND WILEY HUMPHREY**  
2413 Appian Rd. • Carlsbad, CA • (760) 944-0129

ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner



**Agricultural Conversion Mitigation Fund Grant Proposal- The Flower Fields**

Agriculture in Carlsbad means the Flower Fields. All of the changes in this community that have taken away farming and open spaces have also made the traffic and access to our remaining piece of history difficult.

Over the 13 years I have lived in Carlsbad and volunteered at the Flower Fields I have watched with concern the increasing difficulty of getting to the Fields. I have heard the concern- particularly with older visitors – about the limited access and how nerve wracking it can be to get to the fields.

I have watched agriculture disappear, and I don't want these fields to fail because we can't even support their efforts to find a way to pay for the cost of farming. These visitors not only pay admission to walk the fields but they buy the flowers here.

I believe that making access easier from Palomar Airport Road will make the Flower Fields better able to continue to be productive and stay a permanent part of our heritage.

Please approve the grant request from the Flower Fields.

Sincerely,

*Ms. Pat Humphrey*

Pat Humphrey

ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner

Flower Fields Grant Request

**RECEIVED**

**MAY 18 2009**

**CITY OF CARLSBAD  
PLANNING DEPT**

We urge you to approve the grant requested for enhanced access for the Carlsbad Flower Fields.

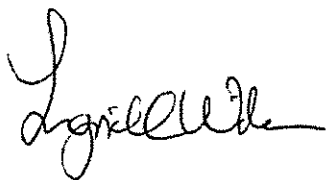
We conduct tours throughout southern California and the Flower Fields have become one of our most important destinations. Over the past few years the increasing congestion during much of the time when the Flower Fields are in bloom has created problems for us in scheduling. Since the Flower Fields are always linked with another attraction in order to fill out a full or half day tour, this decreased access may require us to drop the Flower Fields from a number of tour groups who would otherwise prefer to include a stop.

The Flower Fields are a unique experience transcending the normal garden stop to provide a sense of California's great strength in agriculture and the stunning beauty of flowers.

The experience has led many of our customers to repeat the tour annually and we would hate to have to disappoint them by substituting another event or place that is closer and more accessible to the other destinations.

While the improved access won't solve all the problems of congestion it will be a big step forward and we urge you to support it with a grant.

Very Truly Yours,



Ingrid Wilson  
Wellness Director  
The Patrician  
A Kisco Senior Living Community  
4025 Pulitzer Place  
San Diego, CA 92122  
(858) 455-9188



Small Farm Program  
University of California  
One Shields Avenue  
Davis CA 95616-8699

(530) 752-8136  
Fax (530) 752-7716

sfcenter@ucdavis.edu  
www.sfp.ucdavis.edu

Director  
Shermain Hardesty

Small Farm Advisors

Aziz Baameur  
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Mark Gaskell  
UCCE Santa Barbara

Manuel Jimenez  
UCCE Tulare

Ramiro Lobo  
UCCE San Diego

Richard Molinar  
UCCE Fresno

Small Farm Program Staff

Linda Vieira  
Kristin Reynolds  
Brenda Dawson

May 19, 2009

ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner

Re: Flower Fields Grant Request

**RECEIVED**

**MAY 21 2009**

**CITY OF CARLSBAD  
PLANNING DEPT**

I urge you to approve the grant for enhanced access for the Carlsbad Flower Fields.

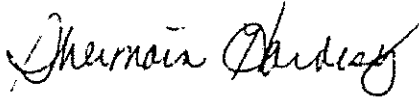
The popularity of agritourism ventures, such as the Flower Fields, has increased significantly during the past ten years across the United States. Agritourism enables agricultural producers to increase and diversify their sources of farming income. It leads to the preservation of agricultural land and open space. The wine grape industry, some specialty produce farms, and the flower industry have been able to successfully integrate such programs. In addition to providing supplemental income to farm operators and increased employment opportunities on the farms, agritourism directly benefits the larger community by encouraging a flow of visitors who spend money with other nearby businesses, and by contributing to the local tax base.

The successful integration of agritourism and the resulting stability of the farming operation often require access that is perceived as relatively convenient by the visiting population. In some cases the access is the distance from major roadways (like Bell Gardens in Valley Center) and in some cases it is the specific farm access, as in some of the more remote vineyards.

The Flower Fields have a unique opportunity for success, but only if the relative access does not discourage return visitors. The 100,000 to 150,000 annual Flower Farm visitors would be more likely to return to Carlsbad if the access road is enhanced.

The proposal to enhance access from a major roadway is a major step to sustain the success and should be supported, and the grant approved, as an improvement directly improving the productivity of the farmland.

Sincerely,

A handwritten signature in cursive script, reading "Shermain D. Hardesty". The signature is written in dark ink and is positioned above the printed name.

Shermain D. Hardesty, Ph.D.,  
Director, Small Farm Program





# COOPERATIVE EXTENSION

## UNIVERSITY of CALIFORNIA – COUNTY of SAN DIEGO

4-H YOUTH & FAMILY – AGRICULTURE – HORTICULTURE – NATURAL RESOURCES – NUTRITION & CONSUMER SCIENCE

5555 OVERLAND AVENUE, SUITE 4101, SAN DIEGO, CA 92123

PHONE: 858-694-2845 FAX: 858-694-2849

E-MAIL: [cesandiego@ucdavis.edu](mailto:cesandiego@ucdavis.edu) WEBSITE: [www.cesandiego.ucdavis.edu](http://www.cesandiego.ucdavis.edu)



May 20, 2009

AGMFP Advisory Committee  
City of Carlsbad  
Faraday  
Carlsbad California

Attn: Kevin Pointer  
Associate Planner

RE: Agricultural Conversion Mitigation Fund Grant Proposal - The Flower Fields



I am the director of the University of California Cooperative Extension program here in San Diego County. Our office works with agricultural producers to make their programs viable as individual enterprises and as part of the overall San Diego County economy. Farming in a southern California urban environment is quite different than in the central valley or other traditional farming areas of California. It requires a different business model to produce the economic yield that will permit field crops to be grown and nurtured.


Over my 30 years with the UC Cooperative Extension supporting farming operations in Southern California, I have seen and encouraged the shift from pure growing and wholesaling crops to an integrated use of all aspects of the farm experience. This change has been necessary in order to meet the challenge of lower cost producers and oversupply which is a consequence of our global economy, and the hard realities of retail sales.

Among the most effective approaches has been to offer the community the opportunity to participate in the farming experience at its most attractive moment, and in doing so support the costs of farming through admissions. It only can be effective where an adequate visitor population can be attracted, and the visitors can have good access to the farm.

The Flower Fields have been a success, continuing to take advantage of their position and products, while addressing an ever increasing squeeze from higher costs of operation and lower flower prices. To continue their success, visitors must have easy access to the facility. The proposed additional access for the Flower Fields is an important part of the continuing effort to improve community access and deserves the support of the matching grant requested.

It is important that agricultural enterprises that embrace and involve the community are supported so the San Diego region can continue to have a viable, environmentally sound and community supported agricultural sector.

Sincerely,

  
Terrell P. Salmon, Ph.D.  
Director

The University of California prohibits discrimination against or harassment of any person on the basis of race, color, national origin, religion, sex, physical or mental disability, medical condition (cancer related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship or status as a covered veteran (special disabled veteran, Vietnam-era veteran or any other veteran who served on active duty during a war or in campaign or expedition for which a campaign badge has been authorized.). University Policy is intended to consistent with the provisions of applicable State and Federal laws. Inquiries regarding the University's policies may be directed to the Affirmative Action/Staff Personnel Services Director, University of California, Agriculture and Natural Resources, 300 Lakeside Drive, 6th Floor, Oakland, CA 94612-3550. Phone (510) 987-0096.



ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner

**RECEIVED**

MAY 26 2009

**CITY OF CARLSBAD  
PLANNING DEPT**

Flower Fields Grant request for Enhanced Access

Carlsbad has come a long way from the farming community that surrounded the small downtown in which the Chamber of Commerce first met.

But the importance of its remaining farming icon (and chamber member) the Flower Fields, has grown. We need to continue to support their efforts to survive as a private business.

Our success in bringing other businesses to Carlsbad has created the potential for success and problems which the proposed access project for the Flower Fields will address.

The agricultural mitigation conversion funds were set aside as farmlands converted to the businesses and homes in order to help solve the problems created for the remaining farmlands by these new uses. The problems of access which the requested grant would help mitigate arise in large part from the very success of the conversion of other farmland in Carlsbad.

What could be a more appropriate use of these funds than to help mitigate this problem?

We support the creative and flexible approach which the Flower Fields have shown to continue their spectacular farming. Their success is important to all of our businesses and City, and particularly the hospitality and visitor services which provide a key part of the health of our community.

We urge you to approve this grant for enhanced access for the Flower Fields.

Very Truly Yours

A handwritten signature in black ink, appearing to read 'Ted Owen', written over the words 'Very Truly Yours'.

Ted Owen  
CEO Carlsbad Chamber of Commerce

May 20, 2009

Barbara Rudvalis - Rudvalis Orchids  
6595 Black Rail Rd., CBD, CA 92011  
PO Box 130665 CBD, CA 92013

CITY OF CARLSBAD  
PLANNING DEPT  
MAY 26 2009

Agricultural Mitigation Committee:

RECEIVED

Find attached itemized copies of the entire project budget. This includes \$7,900 that the business owner would pay to complete the electrical system prior to start of grant work. Money asked for in the original grant application remains the same - \$142,610.

**Grant Work Includes Installing:**

20 new agricultural fans in 9 greenhouse bays. (owner to pay \$2,000 S&H)

175 fog nozzles (out of 430) would be replaced along with 2 replacement pumps for the high pressure fog cooling system.

The existing fiberglass roof is over 15 years old, deteriorating and limiting light transmittance which adversely affects production. This will be removed and replaced on all ten existing greenhouses. To achieve optimum production the orchids are being physically moved in and out of the greenhouses. This is extremely unproductive in a commercial orchid growing business. Once the fiberglass has been removed the existing steel frames will be cleaned and conditioned to receive the double poly. Double poly refers to a double layer polyvinyl roof liner, inflated with positive pressure blower units installed to maintain a thermal cushion between the outside and inside of the greenhouses. This system will be installed on all ten greenhouse roofs. This new double poly roof will stabilize the interior temperatures, save energy and water, plus enable the owner to manipulate the environment for better quality and increased flower production. At 5 year intervals the double poly will need replacing, but costs will be considerably less.

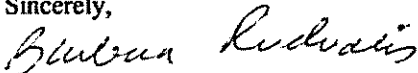
A 24' x 168' steel frame shade house, installed upon prepared concrete footings, will replace an existing wooden frame structure. This shade house is used for growing non-flowering production plants. Existing benches and water saving emitter watering system have been and will continue to be used in the newly framed and shaded structure. All costs included.

Rudvalis Orchids, a Carlsbad-based business for over 30 years, and one of only four producers of cymbidium orchids remaining in the USA today is internationally recognized for its exclusive high quality flowers and plants. Hybridizers and vendors travel from around the world to observe and try to secure plant materials to propagate, flowers to distribute and cultural methods from this famous grower.

Rudvalis Orchids has given back to Carlsbad - specialty orchid arrangements for the Carlsbad Unified School District, City senior center, private schools, and orchid societies up and down the West Coast. Rudvalis Orchids invites professional flower associations, as well as, hobbyist clubs and the public, to special events during the blooming season.

As all growers contend with increasing water rates the investment of Agricultural Mitigation money into improved infrastructure for Rudvalis Orchids will enable Carlsbad's premium cut-flower cymbidium grower to remain competitive and stay in business.

Sincerely,



Barbara Rudvalis



Barbara Rudvalis &lt;rudvalisorchids@gmail.com&gt;

## Greenhouse Improvements for Rudvalis Orchids

Barbara Rudvalis &lt;rudvalisorchids@gmail.com&gt;

Thu, Apr 30, 2009 at 4:55 PM

To: kasey &lt;kcinciarelli@roadrunner.com&gt;

Cc: Barbara Rudvalis &lt;rudvalisorchids@aol.com&gt;

### Greenhouse Improvements for Rudvalis Orchids

4/30/2009

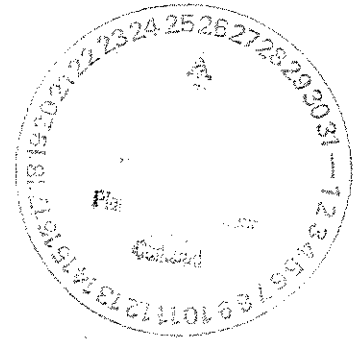
#### Cost Estimates

Item	Description		totals
Roof 1	Roof change from fiberglass to double inflated poly plastic		\$103,900.00
N structure	Replacement of current wooden structure in North shadehouse		\$ 9,608.40
	24' x 168' cold frame kit	\$ 3,274.00	
	Replacement foundation	\$ 1,748.00	
	Labor for construction	\$ 4,032.00	
	Shade covering for same area	\$ 554.40	
Fog system	Reparation of Fog system		
	175 fog nozzles \$21@	\$ 3,762.50	\$ 5,462.50
	2-Replacement pumps 1MCY2	\$ 1,025.00	
	repair labor	\$ 675.00	
Exhaust fans	Replace mal-functioning 52" exhaust fans		\$ 25,040.00
	20 @ \$1,152	\$23,040.00	
	Installation freight+installation	\$ 2,000.00	
Electrical	revamp electrical system	\$7,900	\$7,900
Grand Total			\$151,910.90



# MELLANO & COMPANY

*"Growing for you since 1925"*



ACMFP Advisory Committee  
City of Carlsbad  
1635 Faraday Avenue  
Carlsbad California 92008

Attn: Kevin Pointer  
Associate planner

## Flower Fields Grant Request

Field Visitors during the season are a crucial part of the direct marketing of products from the Flower Fields. Over 12,000 bunches of flowers and approximately 1000 bags of bulbs were sold at the fields.

By increasing and improving the ability to sell direct from the fields, the costs associated with transport, storing and merchandising are avoided and the economic value of the field products are significantly greater.

The enhanced access will allow for continuing and improved sales of the products of the Flower Fields during and beyond the season. This kind of direct and improved access to customers, particularly local residents, can allow for some longer term crop diversification that will make the overall yield of the farmland significantly greater while retaining the signature spring flower crop.

Without this access, the opportunity for direct sales is limited and the productivity of the fields will be further limited.

We urge you to approve the proposed grant and support continuing agriculture in Carlsbad.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Michael A. Mellano". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Michael A. Mellano  
VP-Production  
Mellano and Company

## Kevin Pointer

---

**From:** Chris Calkins [ccc@carltas.com]  
**Sent:** Wednesday, May 27, 2009 9:30 AM  
**To:** Kevin Pointer  
**Cc:** Monica Browning  
**Subject:** 2009 ACMFP Application Draft

Kevin:

We have been advised by the City of Carlsbad that they have received the final bids for the work for which we have requested a grant to address The Flower Fields enhanced access which will be presented the City Council for award. The final bid amount for the work is \$188,107 and accordingly we propose that the grant, if approved, provide for reduction to the actual bid amount awarded by the City Council, but in no event to exceed the current grant request of \$201,814.

Thank You.

Chris Calkins  
President, CB Ranch Enterprises



**CITY OF CARLSBAD  
AGRICULTURAL COVNERSON MITIGATION  
FEE AD HOC CITIZENS' ADVISORY COMMITTEE**

---

**Subject: Committee Schedule for Grant Evaluation and Future Meeting  
Dates**

**Meeting Date: June 1, 2009**

According to the Committee's tentative schedule, established in the revised method approved by City Council for the Committee to carry out its directive, the Committee is expected to review and evaluate grant applications during the months of May and June, formulate its recommendations in early July and present its recommendations to City Council in early August 2009. Committee meetings have been scheduled for the review and evaluation of grant applications on June 1 and June 15, 2009 from 12:30 p.m. to 3:30 p.m. at the City's Faraday Center at 1635 Faraday Avenue, Carlsbad, CA 92008 in Room 173A.

Any future meeting dates beyond the June 1<sup>st</sup> and June 15<sup>th</sup> meetings that would be necessary for the Committee's review and evaluation of grant applications may be established by the Committee based on the availability of the individual Committee members, the facilitator and staff. A calendar has been attached as Exhibit 1 to utilize in discussing potential future meeting dates.

Respectfully Submitted,  
PLANNING DEPARTMENT

**Exhibits:**

1. Committee Calendar

# June 2009

June 2009							July 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 31	Jun 1	2	3	4	5	6
	Meeting Date					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
	Meeting Date					
21	22	23	24	25	26	27
28	29	30	Jul 1	2	3	4

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# July 2009

July 2009							August 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jun 28	29	30	Jul 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Aug 1

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